APTAKER

& ASSOCIATES

A PRACTICAL GUIDE FOR NSW HOMEOWNERS

Sellers Playbook

A clear plan for your next move.

Preparation, pricing, marketing and negotiation.
The decisions worth understanding before you begin.

02 Prepare the home and the budget

03 Choose a method. Understand the price.

04 Launch with a plan. Review the response.

05 Assess offers and plan settlement

06 Your meeting checklist and useful sources

01 / BEFORE YOU LIST

Prepare with purpose.

Start with your reasons for moving, your preferred timing and what must happen before you can leave. A useful plan makes those constraints visible before money is spent.

Get the paperwork moving early

Ask your solicitor or conveyancer to prepare the sale contract before advertising. Discuss disclosures, inclusions and exclusions, and any pool, strata, tenancy or approval issues that apply to your home. [1]

Prioritise work that solves a clear problem

Walk through the property with your agent. Separate necessary repairs from presentation choices and optional upgrades. Request written scopes and quotes; agree who organises each job. Decluttering, cleaning, garden care and minor repairs may help presentation, but spending does not guarantee a higher sale price.

Make the total cost visible

Record quotes, payment dates and the amount you can commit before a sale. Include GST where applicable and leave room for unexpected costs.

Repairs, cleaning and presentation	$
Photography, floorplans and advertising	$
Agent commission and other agreed fees	$
Legal work, lender costs and moving	$

BEFORE SIGNING THE AGENCY AGREEMENT

Check services, fees, payment triggers, authority, duration and termination terms. Ask for unclear terms to be explained and obtain legal advice where needed. [2]

02 / METHOD & PRICE

Make the choices explicit.

Choose a sale method around the property, buyer interest and your circumstances. Ask the agent to explain the recommendation and the alternative if the first approach does not work.

Private treaty or auction?

Private treaty allows offers to be considered and negotiated during the campaign. An auction brings bidding to a set event, with a reserve set by the seller. Discuss preparation, likely buyer readiness, privacy, timing and what happens if the property remains unsold. No method guarantees a result.

Four prices. Four different roles.

Agent estimate	The agent's evidence-based assessment, recorded in the agency agreement. Ask for recent comparable sales and the reasons for differences. [2, 3]
Buyer-facing guide	The price information used in the campaign. Ask how it relates to the estimate and when it will be reviewed. It is not a promise of the eventual result.
Auction reserve	Your minimum acceptable auction price, instructed to the agent in writing before bidding. Discuss it separately from campaign price guidance. [1]
Achieved price	The amount agreed with a buyer. Assess the proposed terms and transaction costs as well as the headline number.

ASK FOR EVIDENCE, NOT CERTAINTY

Which sales are genuinely comparable? What would change the estimate? How will new evidence and any revised price guidance be communicated to me?

03 / CAMPAIGN & FEEDBACK

Give every activity a job.

A campaign should help buyers understand the home and decide whether to inspect. Agree the scope, costs and approval process before production starts.

Build a clear brief

Identify the rooms, layout and practical features that need explaining. Agree photography, floorplans, copy and any film or other material. Check factual details, image captions and property boundaries before approving publication. Avoid claims that cannot be supported.

Plan access and presentation

Set inspection arrangements that work for the household. Plan pets, valuables, keys and privacy. Give the agent accurate information about inclusions and known issues, and ask your legal adviser which matters require formal disclosure.

Review the response, then decide

Agree a regular update with the agent. Separate enquiries and attendance from stronger buying signals: repeat visits, contract requests, due diligence and written offers. Numbers alone do not reveal why a buyer will or will not proceed.

Use the same questions at every review

01 What are buyers responding to, and what concerns repeat?

02 Which interested buyers are ready to take a next step?

03 Is the evidence about presentation, price, terms or timing?

04 What action is proposed, what does it cost, and when will we review it?

KEEP A SHORT DECISION RECORD

Write down the evidence, the agreed change, its owner and the next review date. Revisit the plan when evidence changes; avoid treating a quiet day as a verdict.

04 / OFFERS & COMPLETION

Read beyond the number.

Ask for each offer to be explained in writing. A clear comparison makes it easier to see which proposal fits your needs and which questions remain unanswered.

Compare each proposal

Price	The amount offered and what is included.
Terms	Deposit, finance or other conditions, proposed settlement and any requests.
Readiness	What the buyer has completed and what still needs to happen.
Your position	Timing, moving arrangements and the costs of accepting or continuing.

Separate an offer from a binding sale

In NSW, signed contracts must be exchanged before buyer and seller are legally bound. Ask your solicitor or conveyancer to explain exchange, the buyer's cooling-off position and any proposed waiver. Auction rules differ. Do not assume a verbal agreement completes the sale. [1]

Plan the handover with your advisers

Confirm the agreed settlement date, lender discharge, adjustments, inclusions, moving arrangements and keys with the relevant advisers. Ask your accountant whether tax questions apply to your circumstances. Confirm bank details through a trusted, independently verified contact before transferring money.

THE NEXT CONVERSATION

What has been agreed, what remains conditional, who handles each outstanding step, and what must I do before settlement?

05 / TAKE THIS TO YOUR MEETING

Turn questions into a plan.

- ☐ My reason for moving and preferred timing are clear.
- ☐ I have identified the people who need to make decisions.
- ☐ Legal preparation and property-specific issues are underway.
- ☐ The estimate, evidence and sale method have been explained.
- ☐ The services, total budget and payment triggers are written down.
- ☐ The campaign approvals and update schedule are agreed.

My three priorities

01

02

03

USEFUL OFFICIAL GUIDANCE

[1] NSW Government: Steps to selling a property

[2] NSW Government: Agency agreements

[3] NSW Government: Price estimation and underquoting

Sources checked 19 October 2026. These links lead to the current official guidance. NSW has flagged further underquoting reforms; check the current rules with your agent and legal adviser before a campaign. [3]

This playbook is general information for NSW home sellers, not personalised legal, tax or financial advice. Your property and contract may need specific advice. Use it to prepare questions for your agent, solicitor or conveyancer, lender and accountant.